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# Effects of Mixed-Reality on Players' Behaviour and Immersion in a Cultural Tourism Game: A Cognitive Processing Perspective

George E. Raptis, Christos Fidas, Nikolaos Avouris

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**Highlights**

- The interplay among cognition, technology and cultural heritage gaming is investigated.
- Interaction effect between technological context and cognitive style revealed.
- Mixed-reality enhanced gaming-specific game-specific, visual behavior & immersion.
- Mixed-reality favored most a specific type of user (field-independent).
- Human cognitive factor as a design factor in mixed reality environments.

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